PROWESSTICS

Transportation and Tourism

Decision-ready intelligence across fleet operations, passenger experience and AI-driven mobility control.

Trusted Data

Governed, high-quality data foundations that power every decision and AI model across your operations.

Modern BI

Real-time dashboards, KPI scorecards and operational analytics built on Microsoft Fabric and Direct Lake.

AI Control Tower

End-to-end AI systems for fleet safety, passenger churn, dynamic pricing and predictive maintenance.

300+

Prowesstics Experts

Specialists across data engineering, BI and AI deployment.

PROWESSTICS IT SERVICES

SINGAPORE · CHENNAI

Who We Are

How We Evolved

2018-2020

Data engineering and BI foundations. Founded as a pure-play data and AI firm.

2021-2022

AI/ML capabilities - forecasting, anomaly detection, churn prediction.

2023-2024

Launched **ProVision AI** and **ProChurn AI** product platforms.

2025-Present

AI Control Towers for Fleet, Manufacturing and BFSI sectors.

AI and Data Intelligence company headquartered in **Singapore**, with delivery in **Chennai, India**. Serving Manufacturing, BFSI, Healthcare, Retail and Transportation enterprises across **APAC and EMEA** - translating fragmented operational data into governed analytics and deployable AI.

Built as a pure-play data and AI firm, not a system integrator that added analytics as an afterthought. Every engagement is scoped around one outcome: **faster, better decisions from your own data**.

Vision and Mission

Vision

Most trusted AI partner for operational decision-making in Asia's growth industries.

Mission

Deliver production-ready data foundations and AI systems that reduce cost, improve uptime and accelerate decisions - without vendor lock-in.

> One partner assesses data, builds pipelines, governs KPIs, designs dashboards and deploys AI - without multiple handoffs.

Customer Pain Mapped to Capability

Breakdown Surprises

Predictive maintenance and fault probability scoring

Revenue Leakage

Seat yield and ticketing anomaly detection

Passenger Churn

ProChurn AI retention and propensity scoring

Manual Dispatch Planning

AI route optimisation and load balancing

Driver Safety Violations

ProVision AI real-time in-cabin monitoring and alerts

Reporting Delays

Microsoft Fabric and Direct Lake modernisation

Global Presence & Enterprise Partnerships

North America

Europe

Asia-Pacific

Delivery Framework

A structured, end-to-end pipeline from raw source data to AI-powered control tower - no gaps, no handoffs.

1

Sources

GPS, TMS, ERP, Booking, HRM, Fuel feeds

2

Ingestion & Quality

Automated connectors with quality firewall

3

Lakehouse

Bronze, Silver, Gold governed data layers

4

KPI Layer & AI

Semantic model, ML models, forecasting

5

Control Tower

Live dashboards and escalation workflows

AI and Analytics Capabilities in Transportation

60 Use Cases

Across Transportation and Tourism - spanning ProVision AI, ProChurn AI, Data Engineering and Warehousing, and BI and Operational Analytics.

ProVision AI

Computer Vision - 15 Use Cases

ProChurn AI

Customer and Revenue Intelligence - 15 Use Cases

Data Engineering

Data Engineering and Warehousing - 15 Use Cases

BI and Analytics

Operational Analytics - 15 Use Cases

ProVision AI - Computer Vision

15 Use Cases for Fleet Safety and Compliance

- Driver Drowsiness Detection
- Distracted Driving Alert
- Seatbelt Compliance Monitoring
- Unauthorised Route Deviation Detection
- Passenger Overcrowding Alert
- Interior Safety Monitoring
- Driver Identity Verification
- Incident and Accident Scene Capture
- Luggage Rack Compliance
- Vehicle Damage Pre/Post Trip Scan
- Restricted Zone Entry Alert
- Night Drive Visibility Scoring
- Fuel Theft Detection
- Passenger Count Automation
- Bus Stop Dwell Time Monitoring

ProChurn AI - Customer and Revenue Intelligence

15 Use Cases for Passenger Retention and Revenue Growth

- Passenger Churn Prediction
- Repeat Booking Propensity Scoring
- Dynamic Pricing Recommendation
- Route Profitability Segmentation
- Loyalty Tier Upgrade Trigger
- Cancellation Risk Scoring
- Customer Lifetime Value Modeling
- High-Value Traveller Identification
- No-Show Prediction and Overbooking Optimisation
- Refund Abuse Detection
- Upsell and Cross-Sell Propensity Engine
- Post-Trip NPS Prediction
- Seat Class Demand Forecasting
- Promotional Offer Targeting
- Travel Pattern Clustering

Data Engineering and Warehousing

15 Use Cases for Scalable, AI-Ready Data Infrastructure

- Multi-Source Fleet Data Ingestion
- Real-Time Telemetry Pipeline
- Historical Trip Data Lakehouse
- Driver Scorecard Data Model
- Maintenance and Parts Data Warehouse
- Fuel Consumption Data Integration
- Vendor and Partner Feed Normalisation
- Route and Stop Master Data Governance
- Revenue and Ticketing Data Consolidation
- Regulatory and Compliance Data Archival
- Data Quality Firewall and Anomaly Checks
- Incremental ETL with CDC
- Cloud Migration to Azure or AWS
- Multi-Branch Data Consolidation
- API Integration for Booking Platforms

BI and Operational Analytics

15 Use Cases for Real-Time Fleet and Passenger Visibility

- Fleet Utilisation Dashboard
- On-Time Performance Scorecard
- Route Revenue and Load Factor Report
- Driver Performance Leaderboard
- Fuel Efficiency Benchmarking
- Predictive Maintenance Alert Board
- SLA and Contractual KPI Tracker
- Passenger Satisfaction Analytics
- Cost-per-Kilometre Analysis
- Incident and Near-Miss Reporting
- Depot and Garage Turnaround Analytics
- Peak vs Off-Peak Demand Heatmap
- Revenue Leakage Detection Dashboard
- Cross-Fleet Benchmarking Report
- AI-Assisted Operations Control Tower

TripFactory: Passenger Experience Intelligence and Booking Analytics

PROCHURN AI | FLEET AND TRAVEL OPERATIONS AI

Unified booking data, churn prediction, dynamic pricing and operations control for India's largest holiday store.

Customer Value

Turns booking and CRM data into a predictive revenue engine - identifying which customers will cancel, which will upgrade, and which routes need price correction before revenue is lost.

22%	18%	35%	94%
Cancellation Rate Reduction	Repeat Booking Lift	Faster SLA Resolution	Data Consolidation

SGD 510K Revenue Protected | SGD 0 New Infrastructure Cost

Reference Details

Client: A2C, Hyderabad
Recognition: India's Fastest Growing Transport Brand 2023
Project: ProVision AI Fleet Safety Monitoring and OTP Control Tower
Reference route: Subject to client approval and NDA

Real-time driver behaviour scoring, predictive maintenance and on-time performance control tower across 750+ vehicles.

Client Context and Challenge

- India's largest holiday store - 500,000+ customers across 40+ countries
- Fragmented booking data across web, app and 20+ country offices - no unified reporting
- No early-warning system for cancellations, no-shows or high-churn traveller segments
- Inconsistent pricing across routes and packages led to margin compression
- Manual coordination between travel experts and on-ground teams caused SLA delays and escalations

Prowesstics Solution Approach

01

Unified Data Lakehouse

Consolidated booking, CRM and itinerary data from 20+ country office feeds into a single governed source of truth.

02

Customer 360 Profile

Full traveller profiles with travel history, preferences, lifetime value and real-time churn risk scoring.

03

ProChurn AI Deployment

Cancellation prediction model with 14-day advance warning, enabling intervention before revenue is lost.

04

Dynamic Pricing Engine

Recommendation engine across package tiers, aligning price to demand signal and customer segment value.

05

NPS Prediction and SLA Tower

Real-time post-booking NPS scoring and operations control dashboard for travel expert SLA tracking.

A2C: ProVision AI for Multi-Fleet Safety and OTP Control

PROVISION AI | FLEET OPERATIONS AI AND DRIVER SAFETY INTELLIGENCE

Real-time driver behaviour scoring, predictive maintenance and on-time performance control tower across 750+ vehicles.

Customer Value

Converts reactive fleet operations into a data-driven safety and performance engine - reducing incidents, improving on-time rates and cutting maintenance costs across the entire fleet.

34%	28%	19%	150
Safety Incident Reduction	OTP Improvement	Fewer Unplanned Breakdowns	Vehicles Live on ProVision AI

SGD 290K Maintenance Cost Avoidance | 3 Depots on Control Tower

Reference Details

Client: A2C, Hyderabad
Recognition: India's Fastest Growing Transport Brand 2023
Project: ProVision AI Fleet Safety Monitoring and OTP Control Tower
Reference route: Subject to client approval and NDA

Client Context and Challenge

- A2C, Hyderabad-based passenger fleet operator, 30+ years, 750+ vehicles across intercity, corporate and student transport segments
- Reactive maintenance cycles caused 12-15% fleet downtime during peak demand periods
- Driver safety violations - fatigue, distraction, seatbelt non-compliance - went unmonitored across the network
- On-time performance varied widely by route and depot with no unified visibility
- Manual shift and dispatch planning led to under-utilised vehicles on high-demand corridors

Prowesstics Solution Approach

01

ProVision AI Edge Deployment

In-cabin and front-facing camera units deployed across 150 vehicles with real-time edge processing.

02

Driver Behaviour Scoring

Real-time scoring for drowsiness, distraction, seatbelt non-compliance and phone use with instant alerts.

03

Unified Fleet Data Lakehouse

GPS telemetry, maintenance logs and driver HRM data integrated into a single governed data layer.

04

Predictive Maintenance Model

Fault probability scoring by vehicle age, route load and service history - preventing breakdowns before they happen.

05

OTP Control Tower

Live dashboard by route, depot, driver and time-of-day with escalation workflows for at-risk trips.

06

Automated Escalation

High-risk driver and breakdown-risk vehicle alerts routed automatically to depot managers and operations leads.

Travelclan: Community Travel Intelligence and Group Booking Optimisation

PROCHURN AI | GROUP TRAVEL AND REVENUE ANALYTICS

AI-powered group booking analytics, community segmentation and revenue optimisation for India's leading group travel platform.

Customer Value

Turns community engagement and group booking data into a predictive revenue engine - identifying which groups will drop off, which referral clusters drive the highest LTV, and where pricing needs correction before margin is lost.

27%	21%	33%	89%
Group Drop-Off Reduction	Referral Revenue Lift	Faster Booking Confirmation	Booking Data Consolidation

SGD 340K Revenue Protected | Referral Attribution Live in 6 Weeks

Reference Details

Client: Travelclan, Bengaluru, India
Funding: Seed - $2.1M | 200,000+ community travellers
Project: Group Booking Intelligence, Drop-Off Prediction and Community Revenue Analytics
Reference route: Subject to client approval and NDA

Client Context and Challenge

- Bengaluru-based group travel platform - 200,000+ travellers, 1,200+ curated trips annually across 80+ destinations
- Group booking data fragmented across WhatsApp, web forms and CRM - no unified pipeline
- No visibility into group drop-off rates, partial payment defaults or last-minute cancellations
- Community-led referral revenue untracked - high CAC with no attribution model
- Manual itinerary costing and pricing led to inconsistent margins across trip categories

Prowesstics Solution Approach

01

Group Booking Data Unification

Consolidated WhatsApp leads, web bookings and CRM data into a single governed pipeline with automated deduplication.

02

Community Segmentation Engine

Traveller profiles by trip type, group size, frequency and referral behaviour to identify high-value community clusters.

03

ProChurn AI for Group Drop-Off

Predictive model for group cancellation and partial payment default with 10-day advance warning per booking cohort.

04

Referral Attribution Model

End-to-end community referral tracking linking influencer and peer referrals to confirmed bookings and LTV.

05

Dynamic Trip Pricing Engine

Margin-aware pricing recommendations by destination, group size and seasonal demand signal.

Pacific Trails: Destination Revenue Intelligence and Tour Yield Optimisation

BI AND ANALYTICS | TOUR OPERATIONS AND YIELD MANAGEMENT

End-to-end tour yield analytics, destination demand forecasting and operational BI for a premium adventure and nature travel operator across Southeast Asia.

Customer Value

Transforms fragmented booking and operations data into a unified yield and profitability engine - enabling Pacific Trails to launch the right tours at the right time, fill seats efficiently and retain high-value adventure travellers.

31%	24%	40%	3.2x
Seat Utilisation Improvement	Margin Per Departure Lift	Faster Tour P&L Reporting	Repeat Booking Identification Rate

SGD 1.4M Revenue Uplift | Demand Forecasting Live Across 12 Destinations

Reference Details

Client: Pacific Trails, Singapore
Scale: 15,000+ travellers annually | 12 Southeast Asian destinations
Project: Tour Yield Analytics, Demand Forecasting and Operational BI
Reference route: Subject to client approval and NDA

Client Context and Challenge

- Singapore-headquartered premium adventure travel operator - 15,000+ travellers annually across 12 Southeast Asian destinations
- Tour yield and seat utilisation data siloed across 4 booking platforms and 3 regional offices - no consolidated P&L view
- No demand forecasting model - tour launches based on intuition, leading to under-filled departures and margin loss
- Guide allocation and logistics planning done manually - high last-minute cost overruns on remote itineraries
- No post-trip NPS or repeat-traveller analytics to identify high-value segments for retention campaigns

Prowesstics Solution Approach

01

Multi-Platform Booking Consolidation

Unified booking, payment and cancellation data from 4 platforms and 3 regional offices into a single governed data warehouse.

02

Tour Yield and Seat Utilisation Model

Real-time yield tracking by departure, destination and traveller segment with fill-rate alerts and margin dashboards.

03

Demand Forecasting Engine

Seasonal and event-driven demand signals by destination to optimise tour launch timing and capacity planning.

04

Guide and Logistics Cost Intelligence

Automated cost allocation by tour, guide and destination to surface true per-departure profitability.

05

Repeat Traveller and NPS Analytics

Post-trip NPS scoring, repeat-booking propensity model and high-value segment identification for targeted retention.

Data Intel Foundation for Multi-Fleet Mobility Operators

DATA ENGINEERING | PIPELINE MODERNISATION

Trusted multi-source feed control, scalable pipelines and AI-ready operational reporting foundation.

Governance and Security

- NDA-based reference validation and role-based access
- KPI dictionary with business-owner sign-off
- Reconciliation controls and audit trail
- Human-in-the-loop AI recommendations
- Regulatory archival compliance

Outcomes Delivered

5x	98.5%	40%	8 Wks
Faster Data Reconciliation	Data Uptime	Lower Infra Cost	AI-Ready Layer Delivered

<2hr ETL Cycle | Zero Manual Reconciliation in 90 Days

Reference Details

Project: Data Integrity and Pipeline Modernisation
Verification: Pipeline design, integrity checks, performance evidence
Reference route: Subject to client approval and NDA

Client Context and Challenge

- Multi-modal fleet operator - 750+ vehicles, 34M+ km annually, 2.4M+ passengers per year
- Route scheduling, driver allocation, maintenance and ticketing data across 6+ disconnected systems
- No single version of truth for fuel consumption, driver performance or route profitability
- Manual reconciliation between depot managers and HQ took 3-5 days per month
- Data not AI-ready - inconsistent formats, missing fields, no audit trail

Data Integrity Operating Model

Schema checks · drift detection · duplicates · business rules · audit trail

Solution Approach

01

Multi-Source Ingestion

GPS, TMS, ERP, booking systems, driver HRM and fuel card data unified through automated connectors.

02

Quality Firewall

Schema validation, drift detection, duplicate removal and business rule checks on every feed before landing.

03

Trusted Lakehouse

Bronze, Silver and Gold layers with incremental refresh and governed KPI semantic model.

04

AI-Ready Foundation

Clean, labelled, versioned data layer ready for ML model training, forecasting and anomaly detection.

05

Operations Control Tower

Live dashboards for route profitability, fuel efficiency, driver performance and depot throughput.

Why Prowesstics - Summary

One partner. **End-to-end delivery**. **Zero handoff gaps** across data, BI and AI.

Customer Pain Mapped to Capability

Breakdown Surprises

Predictive maintenance and fault scoring

Manual Dispatch Planning

AI route optimisation and load balancing

Revenue Leakage

Seat yield and ticketing anomaly detection

Driver Safety Violations

ProVision AI real-time in-cabin alerts

KPI Inconsistency

Governed semantic layer and KPI dictionary

Passenger Churn

ProChurn AI retention and propensity scoring

No Data Foundation

Lakehouse build and data quality firewall

Reporting Delays

Join Prowesstics

One partner. **End-to-end delivery**. **Zero handoff gaps** across data, BI and AI.

Delivery Framework

Why This Reduces Delivery Risk

One partner can assess data, build pipelines, govern KPIs, design dashboards and deploy practical AI use cases - without multiple handoffs, misaligned specs or 18-month timelines.

Verification-Ready Reference Pack

- Project artifacts and architecture samples
- KPI dictionary and governed semantic model samples
- Dashboard and control tower demos
- Client reference intro after NDA and approval

Recommended Next Step: Run a Focused 2-Week Transportation Analytics Assessment - identify one high-impact pilot: fleet safety, OTP control, passenger churn or data modernisation. We scope, size and plan in two weeks - at no commitment.

PILOT ROADMAP | ARCHITECTURE BLUEPRINT | KPI LIST | COMMERCIAL PLAN | EFFORT ESTIMATE

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